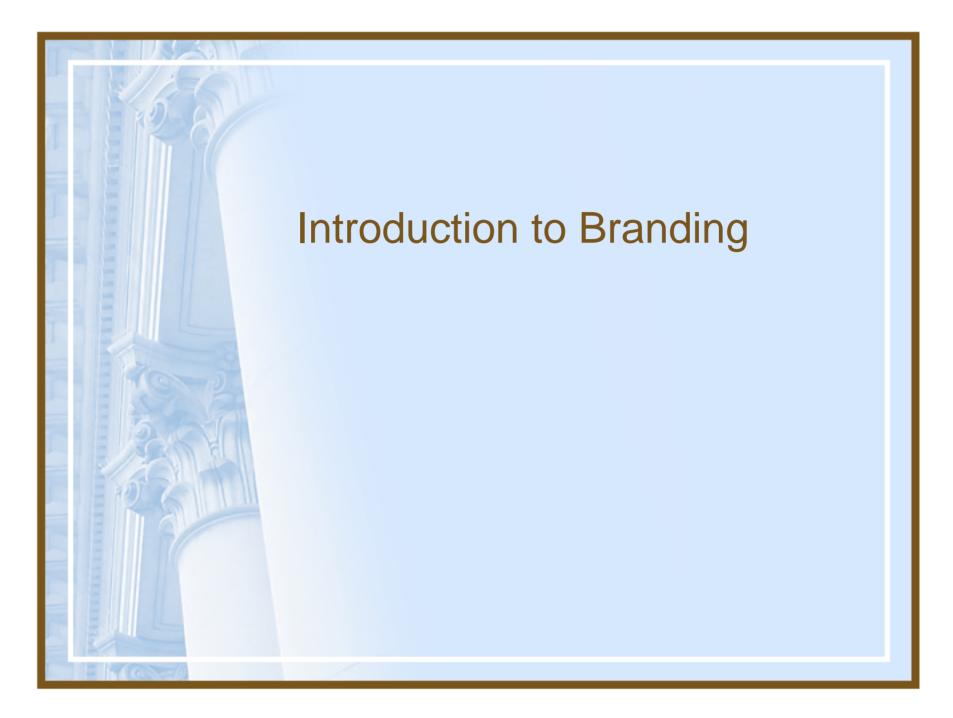


#### **Presenters**

- Katy Peterson
  - Consumer Marketing Manager
  - Travel Montana
- Kevin Schulman
  - Prime Group
- Mike Bento
  - Marketing Consultant



#### What is a Brand?

- Medieval Concept
  - Before packaging or advertising
  - Differentiate products in the marketplace
- Signal to the Consumer
  - Sets expectations
  - Facilitates referral and repeat purchase

#### A Brand .....Is

- Essential attributes that distinguish a product, good or service from its competitors
- Direct/indirect consumer experience
- Consumer perception of people who use the product
- Strategic roadmap for advertising, marketing and promotion

#### A Brand.....is NOT!

- Advertising slogan or tagline
- Clever play on words that requires explanation
- Consensus statement that captures every possible attribute, instead of the strongest
- Something that changes from year to year

## Three Examples

- Nordstrom
  - Brand
    - High quality, extreme customer service
    - Mostly clothing
- Target
  - Brand
    - Affordable, stylish, responsible
    - Clothing, household and more
- Wal-Mart
  - Brand
    - Low cost, large quantity
    - Clothing, household, grocery, outdoor, etc

# Destination Branding Gone Wrong

- Seattle
  - "Metronatural"
- Washington State
  - "Say WA!"
- Kansas
  - "As Big as You Think"
- Maryland
  - "More Than You Can Imagine"

# Destination Branding Done Right

- Las Vegas
  - -1998
    - Changed branding strategy to attract families but kept gambling and show girls
    - Advertising Campaigns
      - Its Anything and Everything!
      - Open 24 Hours!
  - -2003
    - Return to core brand strategy
      - Unique adult entertainment escape
    - Advertising Campaigns
      - What Happens Here, Stays Here

## **Branding Done Right**

- National Park Service
  - 380+ units, 7 regions, etc
  - Visitation leveling off, public support weak
  - Confused and fractured communication
    - Common element was overcrowding and deteriorating facilities
  - Internal and External Research
    - Brand is based on uniquely personal experience and patriotism

### **Branding Montana**

- The Process
  - Review of existing marketing materials
  - Focus group research with past and potential visitors
  - Stakeholder workshops
  - Analysis and Insight
  - Recommendations to Travel Montana
  - Quantitative Research

### **Branding Montana**

- Strong, clear set of the most compelling attributes
  - Compelling to the target audience, not to stakeholders
    - "Geo-tourists"
    - High value, low impact visitors
- Suggestive, not exhaustive

#### **Branding Montana**

- Brand Strategy
  - Research based and research validated brand strategy to attract the target audience
- Brand Architecture
  - Template for applying fundamental brand strategy at the regional, local and property level



## Defining the Montana Tourism Experience

- What are the strongest aspects of the Montana tourism offering?
  - "What most often delights your guests/customers?"
  - 10 minutes
- What are the weakest aspects of the Montana tourism offering
  - "What most often disappoints your guests/customers?"
  - 10 minutes
- Top Five in Each List
  - 5 minutes



#### Differentiating the Montana Tourism Experience

- What Do <u>They</u> Have That <u>We</u> Don't?
- What Do <u>We</u> Have That <u>They</u> Don't?
- Competitor Destinations
  - Wyoming, Idaho, Colorado, Utah
  - Seven Minutes Per Competitor